

SPRING ISSUE 2023

# CHILDREN'S CONNECTION



Chelsea's incredible journey from flatlining in the PICU to breathing on her own and thriving in therapy sessions has her family calling her recovery a miracle.

For the Friends of Children's Specialized Hospital Foundation

# Foundation President's Message



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*As I prepare to retire after 35 years at CSH Foundation, it is my prayer that the work I have done has provided hope to all of the children and families at CSH.*

— PHILIP SALERNO III —

CSH Foundation President & Chief Development Officer

Dear Friends,

It is said that "all good things must come to an end."

This is the last time I will have the chance to write to you. After nearly 35 years at our Foundation, I have made the decision to retire at the end of June.

It has been an amazing run filled with special people whose commitment to our mission and the children the hospital serves is unmatched. Their generous support has allowed the hospital to grow from one location treating a few hundred children to a world-renowned pediatric system of 15 sites that stretches from Passaic County to Atlantic County and now treats over 38,000 children with special needs.

I want to express my thanks and appreciation to everyone I've had the pleasure to work with, both past and present:

*The members of the CSH Foundation staff who treated their job as a personal mission to help children lead a better life.*

*The Hospital leaders who set forth a vision that we had the honor of making a reality.*

*The Hospital staff who contributed to making Children's Specialized the amazing hospital that it is and made my job so worthwhile.*

To our trustees, who in many cases are bound by their love of children and their commitment to our work, I cannot thank you enough. You have given so much, cared beyond belief, and shared so many gifts, both personally and professionally. I have learned so much from each and every one of you.

Years ago, one of our trustees and the parent of a child with special needs, Sandy Jackson, said that when she found CSH her heart found hope. It's my prayer that the work CSH Foundation has done over the years has offered that same kind of hope to all of the children and families who have come to CSH.

And finally, to you, our donors, especially those who have eagerly read and responded to our newsletters, appeals and annual reports, thank you for trusting that when we asked for your help, you knew it was important and that we would put your gift to the use with which it was intended. None of this would have been possible without you.

Wishing you all peace, health and happiness.



## 05: COVER STORY

### CHELSEA COVER

was born with a rare genetic disorder that nearly took her life. Her family believes her recovery was nothing short of a miracle.

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# A LEGACY OF SERVICE

## PHILIP SALERNO III, PRESIDENT AND CHIEF DEVELOPMENT OFFICER AT CSH FOUNDATION WILL RETIRE IN JUNE 2023

Children's Specialized Hospital (CSH) Foundation's long-time President and Chief Development Officer, Philip Salerno III, will retire at the end of June 2023. Salerno's decision to retire sunsets a remarkable 41-year career focused on improving the lives of children, the last 35 at the helm of CSH Foundation.

"Phil Salerno is a true servant leader who has guided our Foundation through massive growth and change over the last three decades," said Leslie Taylor, Chair, Children's Specialized Hospital Foundation Board of Trustees. "It has been an honor to work alongside him as Board Chair and witness his commitment to the mission of our Foundation and his dedication to ensuring that children can access the very best healthcare possible."

During his tenure, Salerno led CSH Foundation through four successful capital campaigns that fostered the expansion of CSH by funding the creation of PSE&G Children's Specialized Hospital in New Brunswick, multiple CSH outpatient centers throughout the state, and renovations to the original hospital in Mountainside. The success of these campaigns expanded access to the world-class care at CSH to thousands of children throughout New Jersey and beyond.

Under Salerno's leadership, CSH Foundation raised more than \$225 million that made important progress at CSH possible including the launch of a Pediatric Special Needs Primary Care program, the Center for Discovery, Innovation and Development, RU Cares Lightning Wheels adaptive, Camp Chatterbox and many more life-changing programs for children.

Over the course of his career, Salerno recruited high-performing business and community leaders to the CSH Foundation Board of Trustees who consistently exceed national benchmarks. His expertise in board governance led CSH Foundation to achieve top placement among children's hospitals in total fundraising, fundraising ratio and ROI.

"I am so fortunate to have spent most of my career helping children and families in need at an organization with a stellar reputation, an amazing staff and a remarkable Board of Trustees," said Salerno.

Salerno guided CSH Foundation through several transitions, recruited a talented leadership team and developed a 100% operating model which allows 100% of every donation to be used for hospital programs, services, research and expansion projects. His innovative work has earned Salerno the Robert J. Smythe Fundraising Executive of the Year



Award and the NJBIZ ICON Award. Under his leadership, CSHF received the NJBIZ Business of the Year (Nonprofit Category 1-50 employees) Award and recognition on the NJBIZ Best Places to Work in NJ list in 2022. Salerno leaves the organization in solid financial standing and poised for growth and sustainability.

"I have had the pleasure of working with Phil for many years," said Bill Engel, local attorney and long-time supporter of Children's Specialized Hospital Foundation. "Besides being an excellent professional advancement person, he is a great guy who genuinely cares about Children's Specialized, its patients and their families. His work has made life better for an uncountable amount of children and their loved ones."

Salerno also held various volunteer leadership positions in the nonprofit industry including President of the Association of Fundraising Professionals NJ Chapter, President of the Westfield Rotary Club, Chair of Lead NJ, a Trustee for New Jersey Center for Nonprofits, a Trustee for Children's Miracle Network Hospitals (CMNH), and Chair of the CMNH Chief Development Officer Advisory Committee.

The CSH Foundation Board of Trustees is overseeing the selection of Salerno's successor. If you have questions or you would like to send wishes to Phil as he prepares for retirement, please email [psalerno@childrens-specialized.org](mailto:psalerno@childrens-specialized.org). ■



# CSH PUTS KIDS' NEEDS

## CSH LAUNCHES INNOVATIVE NEW PROGRAM TO ADDRESS SHORTAGE OF DEVELOPMENTAL-BEHAVIORAL PEDIATRICIANS IN THE U.S.

There is a significant shortage of developmental-behavioral pediatricians in the United States, which means thousands of children living with complex medical conditions cannot access the care they need to improve their quality of life. According to the Society of Developmental & Behavioral Pediatrics, "developmental, behavioral, and learning problems are common, affecting approximately 25% of youth—that is 17.5 million children." Children's Specialized Hospital (CSH), dedicated to improving the lives of children for more than a century, is leading the charge in responding to this nationwide crisis by implementing a developmental-behavioral training program for general pediatricians.

A developmental-behavioral pediatrician provides expert care for children and adolescents with developmental delays and learning difficulties. These complex conditions include autism spectrum disorder, attention deficit hyperactivity disorder, anxiety, cerebral palsy, epilepsy, migraines, and brain injuries, among others. At one time, before a massive effort to schedule from our waiting list, the list of patients waiting for developmental-behavioral evaluations was greater than 2,600. Today, CSH has the country's largest Pediatric Developmental Behavioral (PDB) Program, with twenty-one physicians and thirteen Advance Nurse Practitioners. CSH is the first in New Jersey to initiate training of a general pediatrician to provide developmental services to improve access to vital diagnoses and treatment recommendations.

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*Unfortunately, there are simply not enough developmental-behavioral pediatricians, especially in New Jersey, where we have the nation's highest rate of autism diagnosis.*

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— DR. MALIA BECKWITH —

AVP of Ambulatory Medical Practices and  
Section Chief of Developmental-Behavioral Pediatrics

Without a PDB evaluation, families struggle to identify their child's needs and the best methods to support their growth. A lack of diagnosis and treatment can cause the child to experience undue anxiety, stress, low self-esteem, and depression, worsening their condition. Recognizing the problem, the innovative leaders at CSH have implemented a program supported by a \$30,000 grant from The Frances L. & Edwin L. Cummings Memorial Fund that will provide specialized training and credentialing for a general pediatrician in the field of developmental-behavioral pediatrics.

"Unfortunately, there are simply not enough developmental-behavioral pediatricians, especially in New Jersey, where we have the nation's highest rate of autism diagnosis," said Dr. Malia Beckwith, AVP of Ambulatory Medical Practices and Section Chief of Developmental-Behavioral Pediatrics. "Nationally, there are only 706 board-certified developmental-behavioral pediatricians. To rapidly meet the needs of the children of New Jersey, we must expand the base of providers with advanced skills and training in the field."

Instead of an additional three-year fellowship required for a developmental-behavioral specialist, the general pediatrician at CSH will receive credentials through the New Jersey Leadership Education Program's (NJLEDN) nine-month accelerated course in Neurodevelopmental and Related Disabilities. The pediatrician will receive additional specialized training from the CSH's clinicians from the Pediatric Developmental Behavioral (PDB) Program. Using this approach, the pediatrician can begin to provide supervised care to patients within the first four months of training.

Because kids can't wait, CSH has already taken the first step to implement this new program by hiring Dr. Rositta Michael, a Pediatrics Specialist with 28 years of experience treating infants, children, and adolescents. Dr. Michael joins the PDB Program at the CSH outpatient center in Union, NJ, one of four new outpatient centers made possible by the CSH Foundation Transforming Lives 2.0 capital campaign.

This new program exemplifies how funding from donors through the CSH Foundation enhances the hospital's resources so we can continue to address children's greatest needs. By implementing this new training and credentialing

# DS FIRST



program, CSH will quickly reduce its growing wait list and lead the way for others by providing a model for hospitals nationwide. This program is anticipated to open developmental behavioral services to nearly 200 children in the first year and more than 800 in the second year. 100% of every dollar raised by the CSH Foundation supports critical hospital programs and services like this one to ensure that all children have access to the care they need. ■

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*To make a donation to CSH Foundation, visit [give2csh.org](https://give2csh.org). If you're interested in providing larger funding for this or another program, please contact Elena Herskowitz at [eherskowitz@childrens-specialized.org](mailto:eherskowitz@childrens-specialized.org).*

## HOSPITAL NEWS

### **CSH Named by Newsweek as a World's Best Specialized Hospital TWO YEARS IN A ROW!**

Children's Specialized Hospital is honored to be recognized for the second year in a row with this award that, according to Newsweek, helps patients and families know which "hospitals or state-of-the-art facilities have the most accomplished physicians and diagnosticians and offer the highest level of care."

### **Two New CSH Outpatient Centers are Open to Patients**

The new CSH Bayonne outpatient center at 519 Broadway opened its doors in January and offers state-of-the-art technology and both therapy and physician services including developmental and behavioral pediatrics, physical therapy, occupational therapy, and speech and language therapy.

The new CSH Toms River outpatient center at 1251 Highway 37 West opened its doors on April 3 and offers the latest technology and full suite of therapy and medical services including developmental & behavioral pediatrics, psychiatry, physical therapy, psychology, occupational therapy, rehabilitation technology, and speech and language therapy.

Both of these new locations were made possible by your generosity to the Transforming Lives 2.0 capital campaign.

### **Say Aloha to Maui, our newest staff member at CSH New Brunswick**

In January, the hospital hosted a welcome party for their newest full-time employee at the CSH Inpatient Hospital in New Brunswick. Maui, a two-year-old Golden Retriever, joined the staff as a full time therapy dog and will work with her owner and handler, Katie Ahlers, to provide special dog therapy to patients, their families and her teammates on staff.



Gallop, also a Golden Retriever, works full time with our long term care patients in Mountainside and was at the party to welcome Maui to the team. Dogs have a profoundly positive impact on patients and their families, as well as hospital personnel. Interactions with dogs have been shown to improve mood and have a regulatory effect on blood pressure and respiration rates.

# Chelsea's Family Calls Her Recovery a Miracle

Tashna Angell and her three daughters were overjoyed when they welcomed the newest addition to their family, Chelsea Cover, into the world. Chelsea was thought to be a healthy, happy baby until her mother began to notice developmental delays in her motor skills around twelve months old.

"Chelsea was not clapping, calling her sisters by their names, or maintaining a healthy growth rate, which raised red flags. Also, Chelsea could not swallow, had constant cold symptoms, and was vomiting nonstop for extended periods of time," says Tashna. Chelsea was taken to an emergency room where many tests were performed, but the physicians cleared her of all medical conditions. As a parent, Tashna's instincts encouraged her to continue searching for answers as Chelsea was getting worse.

## Searching for Answers

Chelsea's condition was escalating at an alarming rate, and she was now experiencing seizure-like symptoms. Although medically cleared at the emergency room, Tashna requested additional testing for Chelsea. After a visit to a second medical center, her family was stunned when Chelsea's MRI revealed a mass on her brain.

Still lacking a diagnosis, the medical center discharged Chelsea. Physicians informed the family that further test results would take months. Chelsea's health was quickly declining so she was rushed to another local emergency room, where she was admitted to their Pediatric Intensive Care Unit (PICU). In the PICU, Chelsea was given a tracheostomy and feeding tube. During her three-month stay, doctors constantly monitored her heart, and she relied entirely on tubes to keep her breathing.

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*Doctors asked if we wanted to 'pull the plug' but we chose life. We didn't care what was needed and gave Chelsea the chance to pull through—which is what she did, because she is a little fighter.*

”

— TASHNA ANGELL —  
Chelsea's Mom



Her three sisters, Ashley, Zoey, and Basillia, were encouraged to visit her in the PICU. Chelsea was weak, and her muscles weren't moving, but her sisters sang her songs to motivate her. Chelsea's condition took a toll on the entire family. Her "little big sister," Basillia, was acting out in anger that her sister was not home. She was hiding under the bed, going in the closet, crying "where's my sister" and sleeping in her crib. Tashna said, "It was taking a toll on me, and I had to keep strong for everyone."

One afternoon, Tashna's greatest fear became her reality—Chelsea's cardiac monitor displayed no heart rhythms, she had flatlined and was not breathing. Tashna was rushed out of the room by the medical team, and fortunately, a resuscitation to save her was successful. Tashna described seeing her daughter flatline as "feeling my own breath leave my body." Soon after, she was officially diagnosed with both **Leigh's Disease and Charcot-Marie-Tooth Disease- Type 2 (CMT2)**. It is one of a group of conditions that cause damage to the peripheral nerves.

Tashna shared, "Physicians explained that the disease moves quickly, so arrangements needed to be made. I was asked if I wanted to 'pull the plug.' Our family

CHELSEA'S FIGHT TO LIVE



chose to preserve life, we didn't care what was needed, so we gave Chelsea the option to pull through, which is what she did because Chelsea is a little fighter."

### Chelsea Arrives at Children's Specialized Hospital

Physicians at the PICU highly recommended Children's Specialized Hospital (CSH) in New Brunswick as the next step for Chelsea. CSH extended a warm welcome to the family and immediately developed a therapy plan upon her arrival.

Because her health was progressing, orders were sent to CSH from Chelsea's primary care doctor to wean her off the vent. Her care team turned the vent all the way down to almost room air, and she tolerated it very well. They took her off of the vent, and Chelsea was finally relaxing. She was off the vent for over an hour, and doctors realized she could breathe on her own.

After starting inpatient therapy at CSH, the family found new confidence in Chelsea's recovery process. She was able to be off the ventilator on her birthday for 24 hours. Breathing on her own was a massive accomplishment for her!

Chelsea thrived during her inpatient therapy sessions. She loved sitting up, and her care team motivated her to continue with other functions as well. Natalie Porcella, CSH Senior Physical Therapist, also helped guide Chelsea in rehabilitation. "Chelsea and her mom are the best! I remember the first time she was able to really interact with me, I was almost in tears! I moved from one side of her bed to the other, and she watched me walking back and forth and gave me that 'side-

eyed' look. She later started smiling and blowing kisses with her hands to her mouth, and again, we were so amazed by her," shared Natalie.

"When Chelsea was ready to go, we were all so happy about how far she had come (she was now able to sit with support and hold her head up, whereas she wasn't able to at the start of the session; she was able to hold a tambourine and interact with her toys successfully, she was able to sit in her stroller and play with her sisters) and we were so happy that she was able to go home and be with her family."

Tashna told us, "At first, I did not want to hold Chelsea with all of her vents and other tubes, but when she came to Children's Specialized Hospital, and with the great training they provided, I got the confidence to be comfortable enough to hold her and do what is needed for her." Chelsea was discharged after four months at CSH and her family was so happy to have her home.

### Chelsea's Journey Continues

**Reflecting on the past seven months, Tashna is proud of the challenges Chelsea has overcome. "My greatest hope for Chelsea is that she will live a normal life, all her muscles will regain their strength, and she will be able to communicate. That she will talk, stand, run, play," Tashna says. As Chelsea continues her journey, she's still an active toddler, who loves reading books, playing with Legos, and listening to music.**

For families going through a similar situation, Tashna's advice is, "Don't give up and keep hopeful—if you see anything with your child that looks off, don't delay and jump right on it. If you are not pleased with what one pediatrician is telling you, as a parent, seek help elsewhere. Chelsea could have passed away at home if I was not persistent because it seemed as if she just had a cold. Take whatever measures to get the help you need."

Chelsea's family believes that her recovery was a miracle. She continues to improve daily while sleeping with her ventilator on minimal settings. She now pulls herself up with the help of her mother's hand and sits up with little to no support. She is alert and understands the words she hears. She also says "no" if she does not want something, and her family looks forward to hearing her say "yes" in the future.

Chelsea is continuing her journey at CSH Outpatient Center in Union, NJ where she was evaluated by our Special Needs Primary Care Physician, Dr. Lauren Martin. Dr. Martin, said, "I really love this family. She was in our inpatient rehab unit for a while and she came a long way there after her acute hospitalization. I look forward to caring for her as an outpatient!"

Chelsea is currently at full weight, and plans are being arranged to remove both the feeding and endotracheal tubes. With Chelsea's extreme motivation and CSH's treatment plans, she continues to thrive in her day-to-day life! Chelsea will continue outpatient therapy at CSH to move forward on her road to recovery. ■





# THE FINAL PUSH TO \$4

## TRANSFORMING LIVES 2.0 CAPITAL CAMPAIGN NEARS COMPLETION

For the past three years, Children's Specialized Hospital Foundation has been working towards our most aspirational goal ever to fulfill our commitment to the Transforming Lives 2.0 capital campaign—\$45 million. We are pleased to announce today that we are 96% of the way to our goal with over \$43 million raised and all capital projects nearing completion.

"This campaign is the largest campaign our Foundation has ever attempted and I am so proud that we will reach our goal by this summer," said Philip Salerno III, President and CDO at Children's Specialized Hospital Foundation. "The expansion of CSH that this campaign funded will make a transformative and life-long contribution to the well-being of children in New Jersey and beyond."

When we selected our Capital Campaign Cabinet to help us develop a comprehensive strategy to meet the hospital's needs, we were inspired by their confidence in our ability to accomplish such a large and unprecedented fundraising goal. The talented campaign cabinet is a team of New Jersey superstars led by co-chairs and members of the CSH Foundation Board of Trustees Mark Montenero, President of Autoland Toyota, Chrysler, Jeep, Dodge and RAM Trucks in Springfield, NJ, and Edward J. McKenna, Senior Partner at McKenna, Dupont, Stone & Washburne and former mayor of Red Bank.

We were further blessed with two of the most generous and kind honorary co-chairs for this capital campaign. Todd Frazier, former Major League Baseball All-Star, Olympic Medalist, and proud Toms River resident, and his wife, Jackie, joined us in our efforts to encourage the community to help us expand access to care for more children in New Jersey living with special healthcare needs. They have become true friends to CSH Foundation and their support has introduced CSH to new community partners who are excited to support our mission today and in the future.

When asked about why they signed on as honorary co-chairs, the Fraziers replied, "We care deeply about the children and families in our hometown, throughout New Jersey, and well beyond. This momentous campaign has the power to change so many lives—and deliver so many smiles—across our amazing state. It's an honor to fight for each and every family that is in





# 5 MILLION



need of specialized care and support to get through some of the hardest times in their lives.”

## Campaign Progress to Date

One of the most unique aspects of the Transforming Lives 2.0 capital campaign has been raising funds in "real-time," meaning the capital projects began as soon as enough funds were raised to get started. In 2021, the first of four new outpatient centers opened in Union, NJ. and we broke ground on the first ever CSH outpatient center in Monmouth County, NJ. In 2022, that site in Monmouth County opened to patients and we broke ground on a new state-of-the-art outpatient center in Toms River. We also opened a new outpatient center in Bayonne, NJ and began renovations on our original hospital in Mountainside, NJ that houses our long term care facility.

In addition to the construction projects, funds were transferred to the hospital to support vital medical programs, research projects and new initiatives to enhance patient care delivery. Gifts of every size, from \$1 to seven-figure individual gifts have made all of these accomplishments possible. In all, we have raised \$43,298,475.00—96% of our goal!

Just a few weeks ago, the new Toms River outpatient center opened its doors to patients. This new 48,406-square-foot world-class facility offers services such as developmental and behavioral pediatrics, neurology, physical medicine and rehabilitation, psychology, and occupational, physical, and speech therapy. Toms River families now have one convenient location where they can receive all of the specialized pediatric services they need.

Renovations in Mountainside are nearing completion and this summer, we will be celebrating the completion of this momentous campaign. The landmark "white house on the hill" will continue to stand proudly in Mountainside, but our Pediatric Long Term Care residents will now enjoy a more stimulating, technologically advanced environment that allows them to experience life more fully. ■

## The Final Push to \$45 Million

While we have accomplished so much to date, we are now in the final fundraising push to get across the finish line. Your gift today will help us fulfill our promise of expanding access to vital healthcare to more children across New Jersey who need it.

Visit [give2csh.org](https://give2csh.org) to give today.

## 2023 EVENTS



### June 15, 2023

June 15th is the 2nd annual Children's Specialized Hospital Foundation Giving Day. Visit [ilovecsh.org](https://ilovecsh.org) to learn more.



## Play Golf, Change Kids' Lives.

Join us Monday, **July 24**, at Hamilton Farm Golf Club in Gladstone, NJ for the most meaningful round of golf you'll ever play.

Golfer spots and sponsorships available.

Visit [golf4csh.org](https://golf4csh.org) today.



### October 1, 2023

Join us Sunday, **October 1** at Colonial Park in Somerset, NJ as we walk side-by-side with the patients and families we help at our 17th Annual Walk n' Roll.

Visit [walk4csh.org](https://walk4csh.org) to register.



### November 5, 2023

Cheer on our team of 10 runners in the TCS New York City Marathon! Visit our website to meet the CSH Foundation team and support their commitment to CSH.

# A WARM WELCOME

## TO THE NEWEST CSH FOUNDATION BOARD MEMBERS

CSH Foundation is pleased to welcome five new members to our Board of Trustees this year. Throughout our history, we have been incredibly fortunate to have passionate leaders on our board who deeply care about our mission. The addition of these five individuals brings new knowledge and experience to our Board that will enhance our effectiveness and leadership as the Foundation continues to grow and meet the expanding needs of the hospital and the pediatric special needs community.



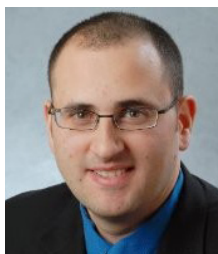
**Julie Alcorn** is the Co-Founder and Managing Partner of Kidderbrook Group, a leading provider of Investment Consultant and Outsourced Chief Investment Officer (OCIO) education, evaluation, and search services. Julie leads the firm's extensive due diligence efforts on the investment advisor and OCIO marketplaces and works closely with nonprofits and family offices to advise asset owners in their search for improved governance and investment returns. Julie has over a decade of experience working in the investments industry and is serving on the Investment Committee for CSH Foundation.



**Anna Bauder** is the mother of a 13-year-old boy who has a Traumatic Brain Injury due to a motor vehicle accident in 2011. Prior to her son's accident, Anna had a successful career in IT. She currently manages nearly 50 residential rental units and is a minority shareholder of MetTel, a privately held telecommunications company founded by her family in 1996. Anna has served as a trustee at Emeth Memorial Temple in New Brunswick, chairing their annual silent auction fundraiser and serving on the budget and finance committees. Anna also served as Co-Treasurer of the PTA at The Harbor School in Eatontown, NJ for four years.



**Angela Martin-Moushon** is the Vice President of Parts Operations and Product Support Sales at Foley, Incorporated. Prior to moving to Foley, Angela had a successful a 15-year career at Caterpillar where she served as a 6 Sigma Black Belt, Strategy Consultant, and facilitator for Caterpillar's Strategic Planning Committee, making major contributions to the development of their future strategy and global brand.



**Jeff Minick** is a partner in the Deloitte Parsippany, NJ audit practice with more than 21 years experience providing audit and related services for a wide range of public and private companies. Jeff serves as the lead client service partner for several large companies overseeing integrated audits, managing multiple component audit teams, and providing accounting advisory services. His broad range of domestic and global client experience has given him a deep understanding of the needs of SEC registrants, as well as clients that have multiple locations. Jeff is a licensed CPA in New York and New Jersey.



**Karen Reif** is Vice President Renewables and Energy Solutions at PSE&G. She is responsible for the operations and strategic growth of both PSE&G and PSEG Long Island's solar energy, energy efficiency, demand response and alternative fuel vehicle programs. Karen has been with PSEG since 1995 and spent 14 of those years in the Information Technology department where she held several leadership roles. Her areas of focus include finance, strategy, business relationships, application implementation, quality assurance, process management and program management.



# EAT CLEAN BRO GIVES BACK

## HELPING KIDS IN THEIR COMMUNITY WITH A \$500,000 COMMITMENT TO CHILDREN'S SPECIALIZED HOSPITAL



**E**at Clean Bro founders and owners, Jamie and Kayla Giovinazzo, have committed to raising \$500,000 in support of the new Children's Specialized Hospital outpatient center in Eatontown, NJ.

The Giovinzos have always taken pride in giving back and have instilled that sense of generosity into Eat Clean Bro's culture. It is their mission to partner with organizations, nonprofits, and charities that give back to the community. They are grateful to be able to make an impact on others while promoting a healthy lifestyle through food. Eat Clean Bro takes pride in addressing the concerns of potential long term health problems by removing processed foods and chemicals from their clients' diet and preparing all their meals with fresh and natural ingredients.

This past March, Eat Clean Bro announced its partnership with Children's Specialized Hospital by hosting a gala at Avenue le Club in Long Branch, NJ that raised more than \$100,000 for CSH!

"We could not be more grateful to have such compassionate and good-hearted partners as Kayla, Jamie and the entire Eat Clean Bro team," said Philip Salerno III, President and CDO at Children's Specialized Hospital Foundation. "Their commitment to giving back is unwavering and their willingness to share our mission with their network of friends and colleagues will make a life-long impact on the children that we serve."

The gala's nearly 300 guests included some New Jersey notables including Major League Baseball's Todd Frazier, Jersey Shore's Mike Sorrentino, former UFC Champion Frankie Edgar, News 12 NJ Anchor Carissa Lawson, and Real Housewives of New Jersey's Danielle and Nate Cabral. The guest of honor was the 2023 Children's Miracle Network NJ Champion and CSH patient, Isaacs Lima, who thanked the crowd for their support and explained first-hand how much their generosity helps the thousands of children treated at CSH each year.



Nicole and Arman Kaymacian, whose son, Nikos, is a patient at CSH, also attended the gala and shared their incredible story with the guests.

The funds raised at the gala are the first step towards filling the \$500,000 commitment Eat Clean Bro has made to the Transforming Lives 2.0 capital campaign that funded the opening of CSH's first outpatient center in Monmouth County. The Pediatric Psychology, Psychiatry & Developmental-Behavioral Pediatrics wing of the new outpatient center will be named after Eat Clean Bro in honor of their commitment to the health and wellbeing of our patients. Future galas and fundraisers will help Eat Clean Bro fulfill their pledge to support the kids we serve.

"It is an honor and privilege to continue our relationship with Children's Specialized Hospital and to raise many more funds and awareness," said the Giovinzos. "This is truly a special place and we are humbled to be a small part of so many very special children's journeys." ■

# HEART OF A CHAMPION

## A TRAGIC ACCIDENT CHANGED ISAAC'S LIFE IN AN INSTANT—BUT HE FOUND HOPE AT CHILDREN'S SPECIALIZED HOSPITAL

Before a tragic accident changed his life, Isaac Lima was an outgoing 14-year-old, living the life of an “average” teenager looking forward to high school. He loved school, playing soccer, hanging out with his friends, and, most of all, cheerleading with the Central Jersey All Stars team.

One day at cheer practice, Isaac was doing flips that he had performed many times before, but this time something went terribly wrong and he landed on his head. He was unable to get up or move at all. Terrified, he was rushed to the hospital.

Upon arrival, Isaac and his family were unsure about the severity of his condition. From the initial scans, doctors were able to see that Isaac had a **C4 complete spinal cord injury**. He spent 13 days in an acute care hospital and was then transferred to Children's Specialized Hospital (CSH) in New Brunswick for inpatient treatment. The entire family was terrified of what the future would hold for Isaac, who two weeks earlier was just like any other teenage boy.

Isaac went from being an extroverted and independent kid to being in a wheelchair and needing help with even the most basic tasks such as bathing, using the bathroom and brushing his hair. Hopelessness, grief and anger took hold of Isaac as he tried to cope with the sudden turn of events and he began to shut down emotionally. “I didn't want to talk to anyone and I took my anger out on people who did not deserve it,” explained Isaac. “I had accepted my fate and I just wanted to lay where I was forever.”

**What Isaac needed desperately was hope.** And he found it at CSH. “My care team at CSH was definitely a team of angels in disguise,” said Isaac. “They never gave up on me, even when I

would lash out. They were the ones who stuck it out with me.” Isaac's doctors, nurses, and therapists pushed him and constantly reminded him that he is more than just a kid in a wheelchair.

Isaac's family took turns staying with him during his four-month inpatient stay at CSH. “The staff hugged us and became like family,” recounted Isaac's mom, Daniela. “Children's Specialized felt like home, which meant everything to us in that moment.”

Day after day Daniela watched Isaac's care team motivate him to keep working and began to see improvement in her son, both physically and emotionally. “When we left it was a very sad day,” she recalled. “We felt the same scared feeling that we had coming in, but now about going home. Children's was our safe place.”

Upon leaving CSH, Isaac was fitted for a state-of-the-art wheelchair by the CSH Rehabilitation Technology department. His new standing power wheelchair has helped Isaac gain some of his independence back. He is now able to participate more fully in family, school, community and recreation activities.

CSH has given Isaac a sense of freedom and today he is excited for what his future holds. Since leaving CSH Isaac has made great progress. His mobility has improved tremendously and he is able to sit up and stand in his wheelchair, raise his arms, and use his cell phone. Isaac finds hope in every achievement, no matter how small.

**Because of his perseverance, Isaac has been named the 2023 Children's Miracle Network New Jersey Champion.** In this role, Isaac will

be an ambassador for CSH and Children's Miracle Network Hospitals, bringing awareness to the philanthropic needs of children's hospitals everywhere.

“We are so excited to have Isaac as our champion in 2023,” said Keely Davenport, Associate Director of Children's Miracle Network Hospitals at CSH. “Isaac's story of perseverance and his infectious spirit makes him the perfect ambassador for our hospital. He will honorably represent the thousands of patients that are treated at CSH each year.” ■







# TOGETHER, WE ARE MAKING MIRACLES

## WELCOME, LIDL, OUR NEWEST CHILDREN'S MIRACLE NETWORK RETAIL PARTNER!

We are always excited when new retailers align with our mission to become national Children's Miracle Network Hospitals partners! Throughout the year, customers have the opportunity to give at the register at all of our partner locations to support Children's Specialized Hospital, your local CMN hospital. We are so grateful to have our new partners as part of our family!



Our newest partner, Lidl, hosted their first Children's Miracle Network Hospitals campaign this past January. We are looking forward to partnering in another campaign in 2024!

## DON'T MISS THESE RETAIL CAMPAIGNS



Stop into your local Costco throughout the month of **May** to #changekidshealth at Children's Specialized Hospital! Last year, our friends at Costco raised \$754,887 to benefit our patients.

*Thank you Costco!*



Give on the go with Wawa! During **April and May**, make a donation to Children's Specialized Hospital when you stop at your local Wawa. Last year, our friends at Wawa raised over \$90,000 to support our kids. We are so excited for this year's campaign.

*Thank you Wawa!*



In **June and July**, you can support Children's Specialized Hospital at your local Walmart or Sam's Club! Whether you're stocking up on summer decor, filling your fridge with fresh groceries, or buying the newest tech for your home, your donation at checkout will help local kids!



Beat the heat and celebrate Miracle Treat Day at your local DQ on **July 27th**! \$1 or more from every BLIZZARD TREAT sold at participating locations is donated to Children's Specialized Hospital. It's sweet to give back with our friends at Dairy Queen.

# CHILDREN'S CHAMPIONS

## TREMENDOUS THANKS TO OUR GENEROUS DONORS

Children's Specialized Hospital Foundation is proud to acknowledge the generous support of our donors. We are pleased to recognize the following donors who supported us with major gifts between **September 1, 2022 through March 31, 2023**.

### **Visionary Society (\$500,000+)**

- Costco Wholesale

### **Benefactor Society (\$250,000+)**

- Louise Washington Charitable Trust

### **Leadership Society (\$100,000+)**

- The Greatest Raffle Ever
- PSD Automotive Group
- RE/MAX
- Speedway of New Jersey
- Walmart of New Jersey

### **Humanitarian Society (\$50,000+)**

- Extra Life / Microsoft
- The Glasser Foundation
- The Jessica Foundation
- Johnson & Johnson Consumer Products Company
- Panda Restaurant Group of NJ
- Rite Aid Healthy Futures
- Wawa of New Jersey
- The Willits Foundation

### **Founder Society (\$25,000+)**

- Anonymous
- American Pile and Foundation LLC

- Children's Hospital Association
- Delia V. Fritz
- Dunkin' Connecting Joy
- Edward J. McKenna
- The Frances L. & Edwin L. Cummings Memorial Fund
- Heinz K. Hofmeister
- The Hyde and Watson Foundation
- Estate of Jane Gross
- Life Time Athletic
- Marriott of New Jersey
- Quantum Rehab
- Robert Craig Foundation
- The Summit Foundation
- Union Foundation

### **Cornerstone Society (\$10,000+)**

- 7-Eleven
- Ace Hardware of New Jersey
- Anonymous
- Angelo Fiorito Trust
- Ankur and Nirali Desai
- Anonymous
- Chief Brian S. Kubiel and Dr. Teri Kubiel
- Children's Miracle Network Hospitals
- The Connell Finance Company
- Dairy Queen of New Jersey

- The Eleanor Upton Charitable Foundation
- Elizabethtown Healthcare Foundation
- enCourage Kids Foundation
- Estate of Howard F. Prass
- The Estate of Marie Posluszny
- The Estate of Robert J. Lisenmayer
- Frank E. Walsh
- Furino & Sons, Inc.
- Garden Savings Federal Credit Union
- Gregory Ruffa
- Jay Merz
- Jeffrey and Leslie Fischer
- Jim and Michelle Freitas
- Leona L. Deliberato
- Lori and Brandon Gress
- OceanFirst Foundation
- Otokar Von Bradsky
- Phi Mu Fraternity
- PNC Bank, N.A./PNC Foundation
- Robert Coppotelli
- Stevens Institute of Technology
- Standish Foundation
- Torcon, Inc.
- Toyota Dealer Match Program
- Victor and Carol Viscomi
- William and Eva Orlowski
- William and Susan Tomljanovic

## CSH FOUNDATION NAMED BY NJBIZ AS 2022 BUSINESS OF THE YEAR



**N**JBIZ announced Children's Specialized Hospital (CSH) Foundation as the inaugural winner of the 2022 Non-Profit Business of the Year (1-100 employee category) at the 17th annual award ceremony.

The independent panel of judges narrowed a pool of 40 finalists to name seven companies as a 2022 Business of the Year in their respective categories. Each company was recognized for making significant contributions to help the state's business community grow and prosper. CSH Foundation is proud to be recognized among this select group of companies that have achieved notable success and demonstrated strong leadership within their industries and their communities with a commitment to professional excellence.



# TRANSFORMING LIVES 2.0

**"What keeps me up at night are the 200,000 children in NJ that we have yet to reach."**

Dr. Colin O'Reilly, DO, FAAP, FACOP, FCCP  
Vice President & Chief Medical Officer, Children's Specialized Hospital



100% of your gift to the **Transforming Lives 2.0** campaign for Children's Specialized Hospital will help us provide care to more children so they, too, have the opportunity to reach their full potential.



**GIVE TODAY AT [GIVE2CSH.ORG](https://give2csh.org) OR SCAN HERE**





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## OUR MISSION

Children's Specialized Hospital Foundation's mission is to inspire and secure philanthropic support for Children's Specialized Hospital, the preeminent provider of specialized healthcare for children and adolescents facing special health challenges—from chronic illnesses and complex physical disabilities like brain and spinal cord injuries to a full scope of developmental, behavioral and mental health concerns.

Our award-winning doctors, researchers and pediatric specialists work with patients and families in pursuit of the vision of a world where all children can reach their full potential. Children's Specialized Hospital depends on the generosity of donors to discover innovative ways to help more children break barriers and transform their lives.



**100% of every donation** supports the life-changing care and cutting-edge research at Children's Specialized Hospital.

## To learn more about Children's Specialized Hospital Foundation

### VISIT:

<https://give2csh.org>

### EMAIL:

[foundation@childrens-specialized.org](mailto:foundation@childrens-specialized.org)

### CALL:

908-301-5561

## STAY CONNECTED!



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